

NOMINATION FOR AWARD

AWARD Outstanding Public Affairs Company Grade Officer		CATEGORY (If Applicable) Individual	AWARD PERIOD 1 Jan - 31 Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Captain Thomas D. Smith		SSN (Enter Last 4 Only) 6181	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4/Public Affairs Chief of Internal Communication Div.		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-7620 Comm 937-257-7620	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA 4375 Chidlaw Rd, Rm N152, WPAFB OH 45433-5006			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor/DSN 787-6306, Comm 937-257-6306, donna.pastor@wpafb.af.mil			

SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)

Overall Effectiveness & Job Accomplishment:

- Hit the ground running, taking over field-grade-level job as chief of AF's largest MAJCOM internal division--informing 80,000-person command--military, civilian, contract employees, plus families
- Selected as HQ AFMC Outstanding CGO of the Quarter, Oct-Dec 02--No. 1 of 112 CGOs assigned!
- Consistently leads other MAJCOMs in production of AF News Service stories--100+ per quarter!
 - In October and November, published 80 articles, 23 of which went AF-wide via AF News Service
 - Huge impact seen as articles on transformation, divestiture, and manpower authorization reductions kept AFMC community informed--alleviated fears across command of involuntary job cuts, changes
- Most trusted expert for high-visibility event planning--Capt Smith guarantees the job is done right!
 - Handpicked to support short-notice POTUS visit during off-station media engagement; valuable aide to White House Press Corps, escorted national media pool during successful Eglin AFB event
 - Perfect project officer for WPAFB visit by SECAF James Roche--coordination with SAF/PA and multiple agencies was seamless, resulting in flawless national media event at Air Force Museum
 - Set-up, provided on-scene support for SECAF and AFMC/CC interviews at nat'l Tuskegee Airmen Convention in Atlanta; resulted in positive Air Force exposure in national "top 10" market
- Self-taught web guru--tackled much-needed redesign of HQ AFMC Public Affairs Link and improved visibility for command-wide newsclips; wider e-distribution saves man-hours and \$500 in paper/yr
 - Critical to AFMC communication success! Revitalized the CC Call Topics web site, a well-used, multi-dimentional tool--allowed leaders to deliver key AF/command messages to internal audiences
- Maintained AFMC Centennial of Flight web site--informed public about AFMC's involvement in year-long commemoration of first flight, ramped up publicity, coverage for 2003's myriad events

Leadership/Organizational and Planning Skills:

- Took over tough field-grade division chief role! Huge impact communicating key command issues, influencing morale of civilian, military and contractor mix, managed fiscal closeout of \$160K budget
- Directed and edited award-winning command magazine; of note, issue focusing on transformation clearly explained ambiguous topics and set #1 communication priority for the command in 2003
 - Improved quality control for *Leading Edge*, distributed AF-wide and to select DoD, public and media outlets; 11,000 published monthly; 15-18K published for May and December special editions
- Continued self improvement--completed SOS in residence; took GRE for entry into graduate school
- Selected as one of four top public affairs officers AF-wide for AFIT-funded master's degree program
- Organized three AFMC/CC commander's calls for 1,500 HQ staff members--flawless execution!
- Excelled as one of only two fully-qualified of 68 eligibles to represent HQ AFMC in Eagle Look mobility exercise--came away with zero writeups and zero shortfalls--exemplifies AEF readiness!

Judgment and Decisions:

- Handled tough reorganization of Internal Communication Division like a seasoned manager! Achieved 40% reduction in personnel while maintaining 100% productivity; improved support to the field, staff
- Applied keen PA instincts and superb diplomatic skill to sensitive joint range testing issue; adroitly foresaw public outcry, ensured joint Memorandum of Agreement hit key issues on the mark
- Superb people skills! Forged strong relationships with reporters from *Dayton Daily News*, national and trade media, and industry PR professionals to deliver AFMC's warfighter-support messages

Communication Skills:

- Brilliant communicator and strategist! Tells AF & AFMC story as a prolific/effective speaker, writer
- Requested by name to give 90-minute presentation on U.S. peacekeeping mission in Bosnia at OSU
 - Shared personal perspective with 15 regional high school instructors attending Balkans workshop
- Writes editorials for AFMC/CC's byline--pushed out via command's news service and magazine
- Takes PA skill to the community as ambassador for local children's treatment center--their volunteer PR professional--provided media training, support for the advancement of foster parents, children